2/6

POSTAL PATRON
LOCAL

CARMEL, CALIF.
RT. 2 BOXHOLDER

THE OLDEST NEWEST NEWSPAPER IN THE WORLD

THE Carmel Valley

VOL. I NO. I — CARMEL VALLEY — AUGUST 27, 1959

bonanza name the paper contest !!

Win a $75 gift certificate redeemable at the establishment of your choice, whose advertisement appears in this newspaper.
All you have to do is think of an appropriate, descriptive name for your Carmel Valley Newspaper. Send or bring the name you think is best along with your yearly subscription to this office.
Aptness of thought is of greater importance than a funny or "catchy" name. Only nominations that are filled in on the entry blanks below are eligible to win.
This is your chance as a member of this community to have a voice in the naming of this newspaper. If the judges of this contest agree that your entry is best, you will be notified immediately. Here are the official rules:

1. Each nomination must be accompanied by a one year subscription to this Carmel Valley newspaper, filled out on the entry blank below.
2. Judging is based on originality, aptness and the descriptive power of the name.
3. In event of a tie, the entry with the earliest postmark wins.
4. All entries must be postmarked or turned into this newspaper office before 12 midnight, September 5.
5. Decision of the judges will be final. Have fun with it, this is your paper! The names of the entrants on the nominations will be with-held even from the judges until after the judging is over.

The winning name will be used on the next issue of this newspaper, with full coverage and details of the judging.
Below are the names of the Valleyites who were so gracious in giving their time to judge this contest:

Rhyllis Crockett, Lou Gardner, Clyde Hitchcock, Lt. Gen. R. O. Bare, Luis Wolter, Lou Allaire, Jack Loesel, Evelyn Parker, Alice Ellis, Paul Jones, Herb Brownell and Paul Porter.

HERE IS MY $2.50 FOR A ONE YEAR

SUBSCRIPTION TO THIS NEWSPAPER

PLEASE DONATE .50 OF THIS AMOUNT

TO THE CARMEL VALLEY----------

FUND.

I THINK THE NAME OF THIS
NEWSPAPER SHOULD BE —

THE CARMEL VALLEY----------

NAME----------

ADDRESS----------

PHONE----------

fund raising campaign

Fifty cents of every $2.50 yearly subscription to this newspaper is donated to a Carmel Valley Fund.
You have an opportunity to see to it that the fifty cents from your subscription is donated to the fund of your choice.
At the bottom of this page is a subscription blank with a provision for your donation. This is the way to make sure that the money is put where you think it belongs.
This is a community newspaper to be used by the people of the community for the betterment of Carmel Valley. This paper can only be as good as you want it to be. The larger the subscription list, the more people this paper will reach. All over the world there are people who are interested in Carmel Valley.
This is the way to let them know what we are doing.
Right now, there aren't that many families in the Valley, but many other people are interested in the happenings and future of our beautiful community.
2,000 subscriptions this year would assure us of having $1,000 that could be put at the disposal of our various fund rising drives, at the discretion of the subscriber. It may seem strange to be able to subscribe to your newspaper only one year at a time, but think how nice it will be when every September we will be able to provide money for our group activities. A fifty cent piece or two can look mighty ineffective by themselves, but as the number of subscribers starts to grow - the fund will grow larger and larger. You and yours may benefit from all our efforts.
Some of the Valley fund raising drives reported to us to date include:

CHILDREN'S HOUSE
COMMUNITY CENTER
VOLUNTEER FIREMEN
RESPECTIVE CHURCH DRIVES

If any one has been left out, contact the Editor as soon as possible, and we'll put your cause on the list.

HERE IS MY $2.50 FOR A ONE YEAR

SUBSCRIPTION TO THIS NEWSPAPER

PLEASE DONATE .50 OF THIS AMOUNT

TO THE CARMEL VALLEY----------

FUND.

I THINK THE NAME OF THIS
NEWSPAPER SHOULD BE —

THE CARMEL VALLEY----------

NAME----------

ADDRESS----------

PHONE----------

editors. NOTES

You won't find many "editorials" in this newspaper. This space is to be used to help build and support our community through various articles about different projects that are dear to the residents of Carmel Valley.

If there happens to be any controversial issues, they will be taken up on a pro and con basis and both sides of the story given. Any-one who has an "axe to grind" can do so by way of Letters to the Editor.

This newspaper will not print anything derogatory, scandalous, or detrimental. Sure enough - THE POLICY OF THIS NEWSPAPER IS: "If you don't have anything good to say - don't say it". !

Your advertisers you see on these pages are making it possible for your community newspaper to exist. Patronize them faithfully, shop in Carmel Valley and keep Carmel Valley green.

You probably are interested in knowing just who is running this communication line for you, so here goes! We are the Ingraham's and we number six.

The youngest is Piewacket, a genuine American conjuring type Siamese at age 4 months.

Next is Faux Pas, our year old black (?) French Poodle, who is already shopping for a husband.

HUMANS start here with Paul Scott Ingraham age 10, a definite asset to any budding newspaper. He's aggressive and enthusiastic to say the least.

Randy Brooks Ingraham is our "mature" boy - age almost 11. The quietest sincerest "stinker" you could ever hope to meet.

Harriette is old enough not to tell you her age except in round figures, and is a wonderful indentured type wife who is absolutely and positively my very Right Hand.

Lastly Harry - who hopes you'll come along with all of us on this "absolutely for fun" in the Valley Newspaper.

We live here - We work here - We like it here!

Lyn and Mackey Swan deserted other pastures, for the hills of the Valley. Mackey will ably assist with the Carmel Valley School happenings. Lyn will add a "note" of culture, to our Valley - through her accomplished piano tutoring.

§§§§§§§§§§§§§§§

Tea & Crumpets

Mr and Mrs Thomas Montgomery, children and guests celebrated Mr Montgomery's birthday not long ago with a lovely dinner.

****

That large party at Los Laureles Lodge included Vice Admiral A. G. Robinson, District Attorney and Mrs Edward K. Barnes were hosting this one.

****

Mrs Helen Feldman dining out, prior to San Fransisco trip.

****

Guests from Pasadena made it a pleasant excuse for the Douglas Radfords to have that "night out".

****

Guests - birthdays - occasions - comings and goings - let us hear from you and be sure to patronize all our wonderful restuarants in Carmel Valley.

BERT BERG.....

Bert Berg, valley business man won the State of California Best Advertising award recently. His spectacular full color ads in the Monterey Herald were so impressive, they won out over the Los Angeles and San Fransisco advertisers. Los Angeles fell to second place. How about that! Best to the Best.

RUN DOWN AT THE HEELS?
Do your shoes nees soles? Let Arena's Shoe Repair fix them for you.!
Arena's Shoe Repair. OL-92810

ROBERT C. ROBINSON

Bob Robinson (Big Bob), well known resident of Carmel Valley and founder of the Valley's popular Wildflower Festival, succumbed unexpectedly Sunday morning August 23, in Yosemite National Park.

Mr. Robinson leaves behind his wife, Lois, and young son Cristopher.

CARMEL VALLEY 4-H MAKES BIG SHOW AT MONTEREY COUNTY FAIR

One-fourth of the beef in the 4-H department at the Monterey County Fair is from Carmel Valley division.

The 4-H members sell the projects they raise at the Fair each year. This is the way a 4-Her makes money on the beef - sheep or hog he raises.

On Thursday, Aug. 27 the lamb and swine are judged and on Friday, Aug. 28, the beef are judged The Junior livestock auction starts at 9 a. m. Saturday morning and the big crop of local animals are auctioned off to the highest bider.

Take an interest in this wonderful youth activity and help support the 4-H by showing up at the exhibits and patronizing our local children.

Some of the 4-H activities in Carmel Valley include gardening, cooking, sewing, electricity the breeding and fattening of beef and lamb and dairy raising and breeding.

Here are some of the people responsible for the strong 4-H Club in this Valley.

Joe Goodrick Jr. is the senior leader. Bill Muscutt is the beef leader and Jay Huffman is the dairy leader. Ed Vanetti is the electricity leader. Mrs. Muscutt and Mrs. Vanetti are the cooking leaders and Mrs. George Shorey is the sewing leader. If you want your boy or girl in this skill and character building activity, either call on one of these people or attend the next 4-H Club meeting on Sept. 4 at 7:30 in the Carmelo School.

DEER RUSH

The problem of the dear deer devouring Carmel Valley, leaf by leaf is on its way to really getting out of hand. Many Valleyites can't figure out why there is such a bountiful crop of beautiful brown beasts.

Well, part of the answer is known - It's simply the old law of supply and demand. Not as many people are killing and using deer for hides and food as they did 50 years ago.

Another part of the answer is the fact that the underbrush is so thick and high in the mountains The deer can't reach the tender limbs to feed on them and the water is scarce. This plus the predotory animals who hide in that brush, is driving the deer down into the Valley. More deer than ever and less hunters than ever in the hills make this look like a bonanza year for deer.

SEPT. 6 SET FOR BARBECUE AT PRINCE' S CAMP

Rex L. White proprietor of Prince's Camp in Cachagua near Los Padres Dam has set Sunday, Sept. 6 as the date for his next barbecue. Everyone is welcome and a big time can be had by all. Bring the whole family especially since there will be free hot dogs for the kids. The food is great and the price is reasonable.

JOHN BARCHI.... SENIOR CITIZEN

Taking it easy, after a heart attack, in the Monterey Hospital. John's feeling fine and can have visitors now. Visiting hours are open.

Major Jack Cowan and family arrive home this week from a summer tour. This is a sure sign school can't be far behind.

Wil's Jarg
DINING LIBATIONS
OL·9·2774

Stirrup Cup Cocktails
SAYS
THANK YOU
WHITE OAKS THEATRE
SEE YOU NEXT SEASON
DEAN WOLTER, PROP.
CARMEL VALLEY, CALIF OL. 9—2529

the Coffee Shop
featuring
DELICIOUS HOME COOKING
FRESHLY BAKED PASTRIES
Next to the Post Office Carmel Valley, Calif.

THE HITCHING POST
SAYS
WELCOME
TO OUR NEW CARMEL VALLEY NEWSPAPER
L & L Shappell
Proprietors
OL. 9-4235
Carmel Valley, Calif.

Los Laureles Lodge
CARMEL VALLEY'S GAY RESORT . . . serving tempting continental cuisine and American fare with a different flair.
DAILY LUNCH 1 - 2:30; DINNERS 7 - 9:30 AND THE FAMOUS SUNDAY SMORGASBORD AT POOLSIDE OR ON THE NEW PINK PATIO FROM 1 - 3.
TYROLEAN COCKTAIL LOUNGE
Oliver Handy at the Piano Bar nightly (ex Mon.)
Your host and hostess: Herb & Ollie Brook
OL 9-2266
Herb Ollie

SERVING CARMEL VALLEY CONTINUOUSLY SINCE 1946
Culligan Soft Water
works wonders all through the home!
ALLAN CHAMPE — PHONE MA. 4—6272 — CARMEL

L.E. Allaire
Valley Center
P. O. Box 26 OL. 9-2593

FARM CENTER COUNTRY STORE
Famous Western Brands
Levi's Western Wear Justin Belts
Western Hats TexTan Moc-Sans Talbott Ties - Belts
Farm Center Coat

on the boards

A new and highly successful theatrical venture was added to the local scene in July with the opening of the White Oaks Summer Theatre here in Carmel Valley.

Planned along the lines of Eastern summer stock, the theatrical company, a non-profit corporation headed by Miss Sally M. Church, daughter of the late Bruce Church of Salinas, leased a portion of the White Oaks Inn properties owned by Marion and the late Philip Wilson in Carmel Valley village.

The theatre is a barn which has been remodelled and equipped with a seating capacity for about 150. It is quaint, charming and artistic.

Although the contracted perform-ers were not professionals, all have had extensive training and experience in the theatre. They were mainly students and former students from San Fransisco State College and Stanford University. One hails from New York. Three musicians are part of the company.

All sets and costumes were originally designed for the productions. Raoul Peizer, associated with little theatre enterprises in San Fransisco, directed four of the six productions during the summer season. Miss Church directed the other two.

Miss Church, who spearheaded the plan to establish a permanent summer stock theater on the West Coast, is no newcomer to theater production. She studied theater arts at San Fransisco State College, one of the West's best-known drama training schools, and for the past six months has been with the San Fransisco Actor's Workshop in a stage managing and pro-duction capacity.

The summer presentations included Girl Crazy, Born Yesterday, Lute Song, The Seven Year Itch, and Gentlemen Prefer Blondes.

Carmel Valley is indeed honored to have the White Oaks Summer Theatre as a part of our comm-unity. We hope the second season starting in June next year will be even more successful, with people from the entire West Coast enjoying the productions and presentations just as we have.

****

NOW IS THE TIME to prepare shoes and leather goods for fall! Arena's Shoe Repair. OL-92810.

****

The tale-bearer and the tale-hearer should be hanged up both together - the former by the tongue, the latter by the ear.

****

Hail, ye small sweet courtesies of life, for smooth do ye make the road of it, like graced beauty which begets inclinations at first sight; 'tis ye who open the door and let the stranger in.

CONGRATULATIONS.....

TO THE DIRECTORS AND CAST OF THE WHITE OAKS SUMMER THEATRE FOR A JOB WELL DONE. GOODBYE TIL NEXT SUMMER.

ADOBE OAKS motel
Carmel Valley

KITCHENS... PATIOS... FAMILY UNITS

the Grapevine
carmel valley

WINES AND LIQUORS — OL. 9—2561

CARMEL VALLEY NEWSPAPER
HARRY INGRAHAM JR.
Publisher
RALPH ERION
Printer
VOL. 1 NO. 1
AUGUST 28, 1959

Published every other Thursday in the Valley Center Printing Building, Carmel Valley, Cal.

$2.50 per year. OL 9-2796

"the unusual as usual"

OUR EXQUISITE FALL JEWELRY IS HERE.....

WE CORDIALLY INVITE YOU TO COME IN

CARMEL VALLEY OL. 9-2832

JOE HITCHCOCK WRITES

Since my plans have been disrupted I will have to take the line least resistance.

I thought that I was entitled to my Sabatical year so was planning to book passage to the moon so I could begin my historic articles as the first from Carmel Valley but the Powers that be decided otherwise and put me to work here at home. So here I contribute my first article with the initial issue of our new Carmel Valley paper. To my old readers I say Here I am again and to the new Pioneers I say Hello. I might add that since the neighbors have been so long suffering and never complained about my efforts to keep alive Our Heritage which I started writing March 13, 1948 and lasted eleven years and twenty weeks I dare say that much has been forgotton or was perhaps writen before you came to the Valley. I want you to know that I will always be ready to repeat any episode with which you perhaps are not familiar. Our Yesterdays are the forerunner of the Present and we owe much to those Stalwart men Women Pioneers who first settled here in our Valley after the Mission Fathers brought Christainity and civilization to the lowly Indians of whom I am a decendant. Our Valley extending from Carmel Bay to Jamesburg, Arroyo Seco and Cachagua was the homes of many families who were known as neighbors irrespective of nationality. All enjoyed their homes and all suffered the same hardships collectively as the case might be.

I deem it a privilege to again continue my writings and I want to thank all my old firends and neighbors for their sincerity and to you new pioneers I say Welcome to our contented family circle. I have much reviewing to do but I will be glad to try to give you a word picture of our History based on my remembrances and also of the stories told me as a small boy by some of my fathers and my grandfathers vintage. If by chance you doubt my articles I can only say in self defense. Vas you there Sharlie!

FIRE HAZARD

Fire danger this fall is three times as great as last year. We have been on the "Critical Fire" list for the past few weeks and September will be the Valley area's most severe danger time.

Valleyites are more than aware of this existing condition, however visitors and newer citizens are cautioned, to find out the regulations governing fires. Where to call in case you see or have a fire:

Ranger Station... MA. 4-3876
Fire Dept.....OL. 9-2221

Any information you may desire about preventive caution, fire areas, or regulations the Forestry Dept. urges you to find out now!

THE COFFEE SHOP....

Mrs. Isabella Higgins is now owner and manager of our busy Coffee Shop, next to the Post Office. Ruby and Ed Kelly forsook the heat of Phoenix, Ariz. to assit this busy little enterprize.

BACK TO SCHOOL. Shoes, shirts. CARMEL VALLEY GENERAL STORE.

FIRST SUBSCRIPTION..

Mrs. V. W. Pacini, our first subscriber went northward bound to Pittsburg, Calif. this week taking with her, memories of a summer full of Sun.

ARENA'S SHOE SHOP will fix those intricate handbags and color your fancy shoes - Carmel Valley Village.

FRUIT BERRIES NUTS
Eggs Produce
Plenty of Parking Space
Martin's Markette
Carmel Valley Road MA. 4-3511

JACK LOESEL INCREASES GENERAL STORE STOCK

The General Store is taking on a nice line of clothing for girls - this is new since a large stock of merchandise in the store has been men's and boy's wear.

The new line for girls is the famous Buster Brown Brand. This will make many people in Carmel Valley happy since they don't have to go out of the village to shop.

BACK TO SCHOOL. Boy's and girl's underwear. C. V. Gen Store

LOADIN' YOUR OWN

...Bill Lambert

Dear Hunters:

You know the deer season is still in full swing and will be til Sept. 13th. The limit on bucks is two per hunter. A legal buck is a male deer with a forked antler on each side of his head. Most of the Black Tail deer around here dress out at about 100 or 120 lbs.

We have one of the most unexploited deer hunting areas in the U. S. right here in our own community.

The deer are healthy and real plentiful but there is a big shortage of deer hunters. If the hunters don't show up to get these deer now during the season, they will die of starvation during the winter. (the deer that is.)

I personally can't guarantee that a man will get a buck here on my ranch at Jamesburg but I am confident enough of the quantity of legal bucks that I will personally guarantee any man woman or child a good shot at one. I charge $25 fee for my professional guide services and I will furnish all equipment and food necessar for a nice hunt.

My best black and tan bitch just had a big litter of pups. There are more than I can use so if anyone is interested in having one they can give me a ring.

We're real busy right now what with the end of deer season and the start of wild boar coming up next month. This should prove to be a real "bang up" year for the great white hunters.

THE VIKING....

Charles and Mildred Stoops have purchased the Viking Restaurant The Stoops were long time residents of the Valley with only a year away.

Virginia Dudley will provide all the home cooked meals and pastries.

Welcome home and good luck.

Be There!

The Carmel Valley Horseman's Association meets the second Tuesday of every month at the Community Center.

New members are always welcome whether they own a horse or not. The meetings start at 8 p. m.

§§§§§§§§§§§§§§§

4-H Club meets the first Friday of the month at 7:30 in the Carmelo School.

The next meeting is on Sept. 4th. Children without livestock are invited to join and all new members should be at this meeting.

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The Trail and Saddle Club will elect new officers at their general meeting on Wednesday, Sept. 2 at 8 p. m. The meeting will be held at the Community Center. Everyone concerned please attend.

§§§§§§§§§§§§§§§

The Carmel Valley Garden Association meets at 8:15 p. m. every first Friday of the month in the multi-purpose room in the Tularcitos School.

Newcomers and visitors are always welcome.

§§§§§§§§§§§§§§§

The first fall meeting of the Women's Club will be October 7 rather than Sept. 2 as previously planned.

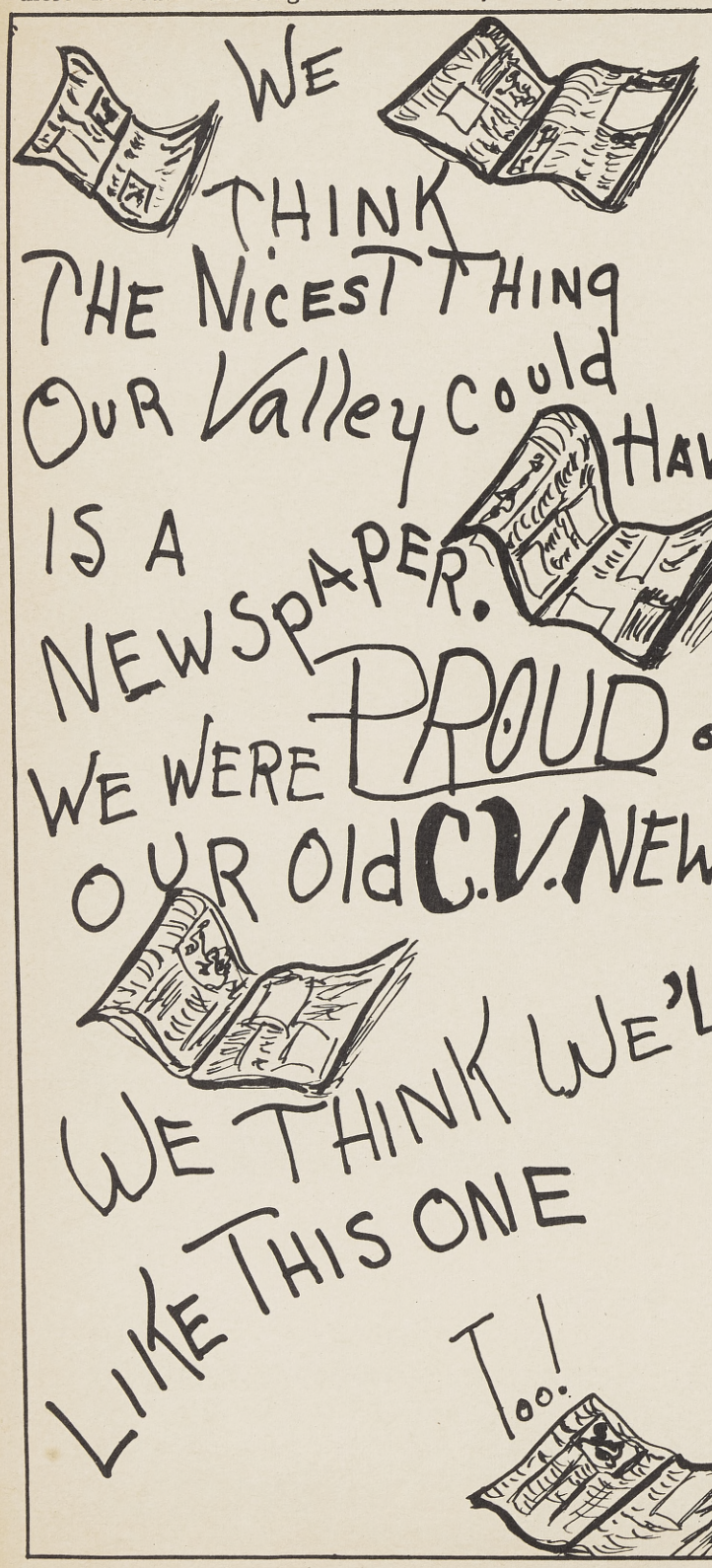
So many of the girls are still away vacationing that it was thought advisable to have the first meeting postponed.

Starting Oct. 7 meetings will again be on the first Wednesday of each month as usual.

ATTENTION

If news of your club activities, church group, meeting times, bus schedules, etc. et al are not here in described the paper office is in the Valley Center.

Let us hear from you... and we'll print it!


WE THINK THE NICEST THING Our Valley Could HAVE IS A NEWSPAPER.
WE WERE PROUD of OUR Old C.V. NEWS!
WE THINK WE'LL LIKE THIS ONE TOO!

CARMEL VALLEY MARKET
9 A.M. to 7 P.M. Weekdays
9 A.M. to 6 P.M. Sundays

REUBEN
and his staff....
CONGRATULATE !
the
WHITE OAKS SUMMER THEATRE GROUP
for bringing something new and pleasant.....
TO CARMEL VALLEY
MORE FUN IN THE SUN
MOST FUN IN REUBEN 'S

Lady Godiva

Brown is THE color for fall foot-wear - every tone of brown in the spectrum should be utilized to it's fullest extent.

Every Paris collection this year went all out for these wonderful shades - even to underscoring after 5 clothes.

Bulkiness above, pencil slim skirts, a little shorter below, seem the rule for suits.

Madamoiselle Chanel's mark still predominates the industry. Easy, studied looseness, in extravagant, unexpected fabrics.

Coats are the most wonderful jewels, and should be worn as such - glittering linings - some even "outside" - made to match the simple suits and dresses under all.

Fur linings - "wasted" inside excitingly textured wools, make day coats reminiscent of past days elegance.

Speaking of fur, nearly every animal that bears even a warm growth, is prey to the designers. Even the lowly Hamster. Fur "inside", ranges from mink to rabbit and in large quantities, as the coats are fuller this year.

Reversible coats are practically a must. With the event of so much "off" seasonal travel, this is a welcome sight.

All in all, - elegance so plainly stated in line, so lush in fabrics, wool or silks - make this a wonderful season for all us gals!

****

NOW IS THE TIME to prepare shoes and leather goods for fall! Arena's Shoe Repair. OL-92810.

****

CRICKET on the...

With "LIVING" of predominant importance to all of us - news of home and hearth - new designs - current furnishings - textures to enhance "our way of life", will be a sometime, if not always, regular feature.

Valley homes will be highlighted, and decorating ideas passed along. Those of you, who have these valuable ideas, are most heartily invited to contribute to this column.

Decorating can be, and is, a fascinating subject. Not always an inexpensive project, but one that takes careful thought and planning, whether you employ a decorator, or do it yourself.

The "do it yourself" variety is always a rewarding self pleasure - especially when it's ALL DONE! Here, however, is where you can 'make or break" the job, so take time. Consult some-one professional, or even someone who has been through the whole "Bloody Mess." Watch details, and wherever there are patterns to match - DO IT!

Remember - the very best of Houses doesn't make a Home - only a woman can!

****

YOUR CARMEL VALLEY SHOE REPAIR SHOP IS ARENA'S

GET YOUR LEATHER GOODS READY FOR FALL!
Arena's Shoe Repair. OL-92810

****

THE
Viking
IN THE HEART OF
CARMEL VALLEY VILLAGE

NOW OPEN

6.30 A.M. TIL 9.00 P.M.

SERVING
HOME COOKED MEALS
HOME COOKED MEALS
HOME COOKED MEALS

REASONABLE PRICES

BREAKFAST
LUNCH
DINNER

UNDER NEW MANAGEMENT
UNDER NEW MANAGEMENT

PAPPER DAN'S
AND
GENERAL STORE

OUR HEARTIEST SUPPORT ... TO OUR NEW NEWSPAPER

OL. 9-2823 LEVI'S AND WESTERN WEAR CHILDRENS WEAR GENERAL OUTFITTERS FOR CARMEL VALLEY

FIRE PREVENTION WEEK IS THE WEEK OF SEPTEMBER 9 TH----

DON'T LET THIS HAPPEN IN CARMEL VALLEY AGAIN.

everett / lawrence
valley first sale...
SO THAT YOU WILL HAVE FIRST SELECTION OF THE MANY WONDERFUL ITEMS
DRASTICALLY REDUCED
WE MAKE THIS WEEK
VALLEY WEEK.....
COME EARLY FOR THE BEST BUY IN
contemporary furniture

NOTICE

TO THE GENERAL PUBLIC AND CARMEL VALLEY

STEAK & CHICKEN

BAR-B-Q

SUNDAY, SEPT. 6, 1959 - FROM 1 P.M. TIL

REX L. WHITE'S

PRINCE'S CAMP

LOCATED IN BEAUTIFUL, SUNNY CACHAGUA

NEAR LOS PADRES DAM

STEAKS $2.00 CHICKEN $1.50

FREE HOT DOGS FOR THE KIDS

"Bring your own silverware
and leave your dog home"

SWIM IN OUR RIVER POOL

PHONE OL. 9-2678

fishin' n' Deer Huntin'

STRICTLY private

FOR SALE: Wood for fireplaces. Cut in 2 ft. lenghs, any size load from a trunkload to a truckload OL. 9-2610. Bill Lambert

****

FOR SALE: Antique Flame mahogany single bed complete with springs and mattress. $35. Call Allene Buckenroth. MA. 4-6410.

****

FOR SALE: 30" Westinghouse electric range; 2 yr. old Coldspot refrigerator. $100 each. House broken. OL. 9-2796.

****

Price has a good price on a lovely 2-1/2 years old male pekinese. This critter has papers - will travel $25. Call OL. 9-2167.

****

HOUSEHOLD SERVICE: Washing and Cleaning Windows. Eric Guthrie. OL. 9-2201.

****

URGENTLY WANTED: One large well read Sears & Roebuck catalog Would prefer current issue. Ralph Erion, Printing Building, Valley Center. Phone OL. 9-2796.

* * * * * * * * *

RUN DOWN AT THE HEELS? Do your shoes need soles? Let Arena's Shoe Repair fix them for you!
Arena's Shoe Repair. OL-92810

* * * * * * * * *

ARENA'S SHOE REPAIR, Carmel Valley Village, is the only shoe shop in the Valley.

Grains of Gold

In 1880 a man in Blossburg had the delirium tremens, which the doctors said was produced by inveterate smoking.

* * * * * * * * * * *

One pair of herrings, if unchecked, would in a few years stock the Atlantic Ocean so that there would not be room to move.

* * * * * * * * * * *

In 1880 the prisoners in an Illinois jail set fire to the building, in the hope of escaping during the confusion, but the jailer had gone away with the keys, and the plotters were insensible when rescued.

* * * * * * * * * * *

I am for frank explanations with friends in cases of affronts. They sometimes save a perishing friendship, and even place it on a firmer basis than at first; but secret discontent must always end badly.

* * * * * * * * *

In 1880 a brakeman on an Indiana freight train who permitted a man to ride with him on top of the car, undertook to collect fare, and shot the passenger for refusing to pay.

* * * * * * * * *

When a girl is compelled to wed first and fall in love afterwards, she usually does so with some one other than her husband.

THANK YOU

CARMEL VALLEY
FOR YOUR WONDERFUL
SUPPORT
THE NEW VALLEY NEWSPAPER

HARRY INGRAHAM

Lyn Swan

PIANO STUDIO

Country Club Drive
Carmel Valley, Calif.

OL. 9-4216
or
OL. 9-2233

THE CARMEL VALLEY

TV CENTER

SERVICE ANYWHERE
IN THE VALLEY

SALES
SERVICE

REPAIR PHONE
OL. 9—2044

SPECIALIZING IN DIFFICULT RECEPTION

The
Carmel Valley Churches
Welcome You

ROMAN CATHOLIC — Our Lady of Mount Carmel

El Caminito Rd. between the Valley Road and Airway Road

Confessions Saturday: 4:00 to 5:00 and 7:00 to 8:00 P.M.

Sunday Masses: 9:00 and 11:00 A.M.

The Rev. Ignatius Loughran, Pastor—Olive 9-2224

✠

PROTESTANT — Inter-Denominational — Community Chapel

Village Drive and Maidera Road

Sunday School: 9:30 A.M.

Family Worship: 10:00 A.M.

Worship Service: 11:00 A.M.

The Rev. Don Johnson, Minister—Olive 9-2431

✠

EPISCOPAL — St. Dunstan's

Community Center Bldg. on Ford Rd. bet. the Valley Rd. and Via Contenta

10:00 A.M.—Parish Worship Service and Church School Classes

The Rev. William W. Eastburn, Vicar—MAyfair 4-6247

✠

Worship in the Church of Your Choice

GIUSEPPE'S WORK BENCH

HAND MADE
JEWELRY

WATCH AND
CLOCK
REPAIRING

One dollar discount on any watch repair to all new customers...

P. O. BOX 359
CARMEL VALLEY, CALIFORNIA

OLive 9-2187

Corona's and Market Delicatessen

OLive 9—2104

Santos and Beula Corona

Our thanks to the White Oaks Summer Theatre.
See you next year.

MEATS CUT AND FREEZER WRAPPED
FOODS COOKED TO ORDER
FREE DELIVERY

Office and Art Supplies

Ralph Erion

deer fodder:

- Charles Kline.

August is the month to start cleaning up your garden for fall planting.

Next month primroses, cinerarias, cyclamen, calendulas, will be available. Stocks, snaps, violas, pansies, planted now will give good winter color, often blooming by Christmas.

Good soil preparation will pay off in flower dividends this winter. Flower beds would be well dug and have steer manure, peat or leaf mold incorporated into them. An occasional feeding, (about once a month) of a well balanced plant food will keep these plants at their peak. This is especially true for pansies.

Fall on the peninsula is a critical time for watering. After one of our hot dry summers the ground is dry, and methodical watering is important for healthy plant growth and for proper maturity of many plants.

Camellias and azaleas are getting their buds now. Lack of water at this period will affect the number of blossoms and the quality of blooms you will receive this fall and winter.

BACK TO SCHOOL. Jeans, levis. Carmel Valley General Store.

WEATHER CONDITIONS.....

Due to the newspaper being published every other Thursday your best bet for the current weather is to call the C. V. Fire Dept. These gentlemen will dutifully supply you with all weather station news available.

Be sure you use the business phone at the Fire House.

OL. 9-2021

This keeps the emergency line clear.

THE EQUESTRIAN

by Allene Buckenroth

Horses, horses, seems like every where you go in the Valley these days you see horses. Happy kids loping along on their ponies ... Mother out for a sedate canter ... Dad trying his hand at the game of spear the ring from horseback ... trailers bearing tired and happy explorers back from upper Valley trail trips... the fun that a family can have playing horse is almost unlimited, and what could make us feel more close to the 'olden days' than taking a horse up in the hills that are still so entirely the California of the Dons.

Just give a thought to your horse folks... remember he wasn't born to gallop over hard hot pavements ... The bones of his feet are literally hung together with soft pads of cartilage tissue that lighten his stride and give you that wonderful soft ride... but which can be broken down and give rise to many foot ills... Remember the old saying... No foot no horse... and look those precious feet over before you go out... see that the shoe is tight and no stone or other foreign matter is wedged under the edge of the shoe and frog of the foot... Remember to stand him in cool water in these dry days... so that the horn of the foot can absorb moisture and retain its natural resilient quality... then check him when you return for the same things... Don't go out of a walk on hard top roads... It's the clatter clatter of the hard highway... that causes Dobbin to head for the dog food can too early in life....

Take care of him and he will take you to the lovely hard to get to spot that the wheels of a car never travel... Wonderful places that abound in our Valley.

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Arena's Shoe Repair. OL-92810

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OL. 9-2161
Carmel Valley Village

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ANNOUNCEMENT

Starting Sept. 1
we will be closed
on Tuesdays

Open Sat. & Sun.
for your convenience

AIRWAY MARKET

POTATOES
5 lbs. for 29¢

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these are large pounds

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Minimum order $3.00....
CALL BEFORE NOON

Phone OL. 9-4228
Hours: 8 a.m. - 6:30 p.m. weekdays
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EXPECT 12 PER CENT ENROLLMENT INCREASE CARMEL SCHOOLS OPEN SEPT. 10 WITH 2,370 STUDENTS

Carmel schools will open their doors for classes Sept. 10 to an estimated 2,370 students for the 1959-60 school year.

Assistant Superintendent Wayne Greenfield said the figure is roughly a 15 per cent increase over last year.

The school year will run from Sept. 10 through June 17.

Registration will begin Sept. 1 and run until opening day for elementary schools. There will be no registration on Labor Day and Admission Day, however, since these are legal holidays.

REGISTRATION

Registration at Carmel High School will be for two days only, Sept. 3 and 4. Students missing these two days will have to take their chances opening day.

Greenfield said mothers bringing their youngsters to register for kindergarten must bring proof of the child's birth, preferably a birth certificate.

The child itself is not proof enough.

To register for kindergarten, a child must have been 4 years of age on or before Dec. 2, 1958.

Students entering first grade must have been five years old on or before Dec. 2, 1958.

Greenfield said the bus schedule for the schools is basically the same as last year.

Both the Woods and River schools this year will have kindergarten through fifth grades. Most elementary schools on the Peninsula run through the sixth grade.

Carmelo will run from kindergarten through the sixth grade, and Tularcitos school will have kindergarten through the eighth grade.

Sunset school will have grades six, seven and eight.

The district will have one new principal this year. Richard Barron, formerly of North Sacramento, will preside over Woods and Carmelo schools.

ENROLLMENT

Expected enrollments at the six schools in the district are:

SCHOOL	1959-60	1958-59
River	420	395
Woods	240	234
Sunset	345	302
Carmelo	115	114
Tularcitos	500	397
High School	650	587
	2270	2029

ATTENTION: People in the Carmelo area. School registration will be held on September 3 between 9 a. m. and 3 p. m. in the school office. Mrs. Greenfield urges pre registration so school work can be started on Sept. 10.

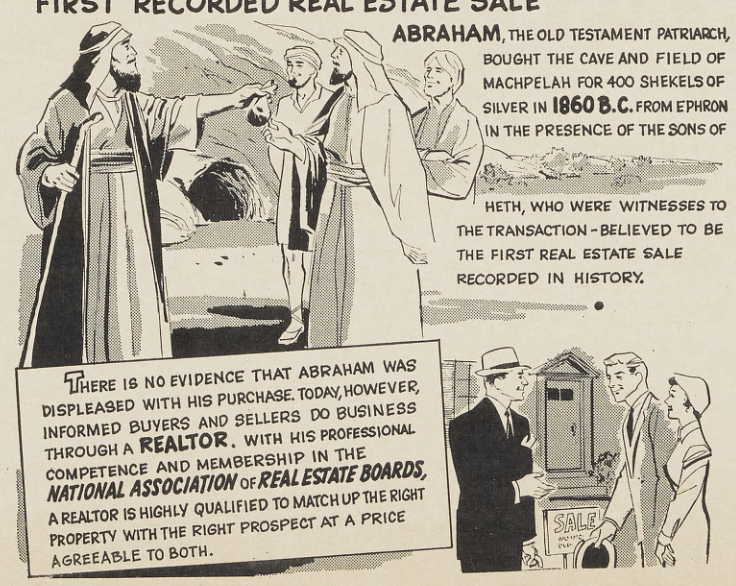
Carmel Valley School, Rippling River Ranch will begin Monday September 14. Please notify the school as soon as possible if your child i splanning to attend.

PLAYTIME NURSERY

Monday thru Friday 9 - 12. Bus Service available. Please call for information. Mrs. Betty Antoncich - OL. 9-2758.

HEARTH and HISTORY...

FIRST RECORDED REAL ESTATE SALE



ABRAHAM, THE OLD TESTAMENT PATRIARCH, BOUGHT THE CAVE AND FIELD OF MACHPELAH FOR 400 SHEKELS OF SILVER IN 1860 B.C. FROM EPHRON IN THE PRESENCE OF THE SONS OF HETH, WHO WERE WITNESSES TO THE TRANSACTION - BELIEVED TO BE THE FIRST REAL ESTATE SALE RECORDED IN HISTORY.

THERE IS NO EVIDENCE THAT ABRAHAM WAS DISPLEASED WITH HIS PURCHASE. TODAY, HOWEVER, INFORMED BUYERS AND SELLERS DO BUSINESS THROUGH A REALTOR. WITH HIS PROFESSIONAL COMPETENCE AND MEMBERSHIP IN THE NATIONAL ASSOCIATION OF REAL ESTATE BOARDS, A REALTOR IS HIGHLY QUALIFIED TO MATCH UP THE RIGHT PROPERTY WITH THE RIGHT PROSPECT AT A PRICE AGREEABLE TO BOTH.

TRAIL AND SADDLE CLUB....

Advance news on the 4th annual Trail & Saddle Club open horse show September 13.

Roping events, as well as many other entries will fill the day.

Trophies and ribbons are scheduled for all best of events and "Best Parade Group."

Entries close Thursday Sept. 10 so if you wish to be in this fun filled extrovaganga notify:

Mrs. Ruth Bishop, Carmel Valley, Calif. before its too late!

ARE ALL YOUR children's shoes and leather goods ready for the school year?
Arena's Shoe Repair. OL-92810

BACK TO SCHOOL. Shoes, shirts. Carmel Valley General Store.

Carmel Valley

Thank You !

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TO OUR SECOND SEASON WITH
YOU, STARTING IN
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Mark Samuels
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